



IFW

Application No. 10/733,551  
Inventor: Salinas, Robert  
Filing Date: December 10, 2003  
Examiner: Myhre, James W.

Kenyon D. Potter  
1180 Eddy St. Unit C  
San Francisco, CA 94109

December 5, 2004

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Attn: James W. Myhre

**Re: Information Disclosure Statement**

Dear Mr. Myhre:

In reference to Non-Provision Application No. 10/733,551 by applicant Robert Salinas, filed December 10, 2003, entitled "Product Promotion and Sales in Computer Programs, Simulations and the like," I respectfully submit the following:

- Information Disclosure Statement (3 sheets)

Additionally, I have enclosed photocopies of all non-patent literature documents.

You may contact me at (510) 287-3820 if you have any questions. Thank you.

Sincerely,

Kenyon D. Potter  
Reg. No. 50450

Enclosures

PTO/SB.08A (08-03)

Approved for use through 07/31/2006 OMB 0651-0031

U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	1	of	3
-------	---	----	---

**Complete if Known**

Application Number	10/733,551
Filing Date	December 10, 2003
First Named Inventor	SALINAS, Robert
Art Unit	3622
Examiner Name	Myhre, James W.
Attorney Docket Number	

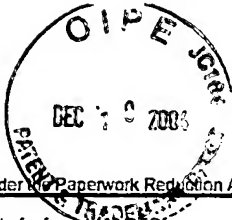
[illegible][illegible]

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>See Kind Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

**If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.**



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1-442 PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

### Complete if Known

Application Number	10/733,551
Filing Date	12/10/2003
First Named Inventor	Robert Salinas
Art Unit	3622
Examiner Name	Myhre, James W.
Attorney Docket Number	

Sheet 2 of 3

### NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		"Coca-Cola Hopes Sales Go Better with Video Games," Wall Street Journal, Oct. 28, 1982, Dow Jones & Co., New York, NY.	
		POPE, KYLE. "Product Placements Creep into Video Games." Wall Street Journal, Dec. 5, 1994, Dow Jones & Co., New York, NY. p. B1.	
		OWEN, R. KIRK. "CGDC '97 Roundtable Reports: Business Models for On-Line Games." Gamasutra.com April 1997. CMP Game Media Group	
		PALUMBO, PAUL. "Online Entertainment Business Models Accomodate Distinctive Experiences." Gamasutra.com Nov. 21, 1997. CMP Game Media Group	
		ADAMS, ERNEST. "The Slippery Slope of Advertising." Gamasutra.com May 28, 1999. CMP Game Media Group	
		ALLREAD, JESSEE. "Retail and Internet Strategies." Gamasutra.com July 30, 1999. Jul. 30, 1999. CMP Game Media Group	
		MACINNES, IAN. "Internet Business Models: New Options for Game Developers." Gamasutra.com July 30, 1999. Jul. 30, 1999. CMP Game Media Group	
		"Virtual ad space up for grabs in new video game." Marketing. May 20, 1999. p. 4.	
		BARKER, MATT. "Adaboy Brings Advertising into the Game." Gamasutra.com Mar. 16, 2000. CMP Game Media Group	
		KHARIF, OLGA. "SPECIAL REPORT: THE GAME BOOM, Let the Games Begin--Online." BusinessWeek online. Dec. 13, 2001.	

Examiner Signature	Date Considered
--------------------	-----------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO:** Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitution for form 1449/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>				<b>Complete if Known</b>	
				Application Number	10/733,551
				Filing Date	12/10/2003
				First Named Inventor	SALINAS, Robert
				Art Unit	3622
				Examiner Name	Myhre, James W.
Sheet	3	of	3	Attorney Docket Number	

[illegible]

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

***If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.***